# Task 1: Basic Lead Capture and Scoring

## Lead Scoring System

The lead scoring system assigns points based on the value of each response. The criteria and their respective points are as follows:

### Company Size

- 1-50 employees: 5 points  
- 51-200 employees: 10 points  
- 201-1000 employees: 15 points  
- 1000+ employees: 20 points

### Annual Budget for SaaS Solutions

- Less than $10,000: 5 points  
- $10,000 - $50,000: 10 points  
- $50,001 - $100,000: 20 points  
- More than $100,000: 30 points

### Industry

- Technology: 20 points  
- Finance: 15 points  
- Healthcare: 15 points  
- Retail: 10 points  
- Other: 5 points

### Urgency of Need

- Immediate (within 1 month): 30 points  
- Short-term (1-3 months): 20 points  
- Medium-term (3-6 months): 10 points  
- Long-term (6+ months): 5 points

### Scoring Example

A lead with 51-200 employees (10 points), $50,001 - $100,000 budget (20 points), in the Technology sector (20 points), and an Immediate need (30 points) would score 80 points.

## Zapier Workflow Setup

### Step 1: Trigger

- App: Google Forms  
- Event: New Response in Spreadsheet  
Connect your Google Form to a Google Sheet where the responses are stored.

### Step 2: Lead Scoring

- App: Formatter by Zapier  
- Event: Numbers > Perform Math Operations  
Use the submitted data to calculate the score based on the lead scoring criteria.

### Step 3: Add Lead and Score to Google Sheets

- App: Google Sheets  
- Event: Create Spreadsheet Row  
Add a new row to a 'Leads' spreadsheet with the lead's details and their calculated score.

### Step 4a: Send Welcome Email (Score > 70)

- App: Gmail  
- Event: Send Email  
Conditional Step: Check if the score is greater than 70. If true, send a personalized welcome email.

### Step 4b: Add to Nurturing Campaign (Score ≤ 70)

- App: Google Sheets  
- Event: Create Spreadsheet Row  
Conditional Step: If the score is less than or equal to 70, add the lead's details to a separate 'Nurturing Campaigns' spreadsheet.